GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2541
ANSWERED ON:04.12.2007
DIRECT TO HOME SERVICE
Bishnoi Shri Kuldeep

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has any plan to fix the prices of TV channels under Direct To-Home (DTH) service on the lines of CAS;

(b) if so, the details thereof;

(c) if not, the reasons therefor; and

(d) the steps taken by the Government for a fixed channel pricing formulae under DTH and also for non-CAS areas for the benefit of the consumers?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a): As per section 11(2) of Telecom Regulatory Authority of India Act, 1997 TRAI is empowered to determine & fix prices. TRAI has informed that there are no immediate plans for fixing the prices of TV channels on Direct-to-Home (DTH) platform along the lines of CAS.

(b): Does not arise.

(c): The DTH service is still at a nascent stage and the penetration level is much less as compared to cable TV subscribers. Any pricing on DTH platform has to be considered after taking into account the implications of penetration, proposed commercial launch of IPTV services and providing effective competition to cable TV.

(d): TRAI has amended the existing interconnection regulation on 03.9.2007 to enable DTH operators to source content on a-la-carte basis at cheaper rates from broadcasters and offer it to subscribers. TRAI has issued a tariff amendment order dated 04.10.2007 for Non-CAS areas in which ceiling on monthly cable TV charges has been prescribed based on the number of pay channels for different parts of the country. The tariff order for non-CAS areas would be effective from 01.12.2007.